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CHICAGO, ILLINOIS



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Please Use This Form for Bond and Membership Subscriptions and Magazine Subscription Booster Efforts

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The Spiritualistic Educational Association,
981-991 Rand, McNally Building,
Chicago, Illinois.

Date.....1920.

Gentlemen:

Enclosed herewith find \$....., for which please mail me a Certificate for.....Memberships at \$1.00 each.

Enclosed find \$..... as first payment on.....Memberships at \$1.00 each. I will send \$..... monthly until I have paid for..... Memberships.

Yours very truly,

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Will You Fill in and Return this "Communication Booster"?

"Communication,"
981-991 Rand, McNally Building,
Chicago, Illinois.

Date.....1920.

Gentlemen:

WITHOUT OBLIGATION, I will try to send in.....yearly subscriptions for "Communication" in the next month, to boost the good work along.

Yours very truly,

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CONSULT "COMMUNICATION" FOR PREMIUMS FOR THIS "COMMUNICATION CLUB" CO-OPERATION!

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The Spiritualistic Educational Association,
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Date.....1920.

Gentlemen:

Enclosed herewith find \$....., for which please send me.....dollars' worth of your Six Per Cent. Sinking-Fund Bonds as described in your circular.

Enclosed please find \$....., first monthly installment toward.....dollars' worth of your Six Per Cent. Sinking-Fund Bonds, and I will send you the same amount each month for.....months, paying interest on deferred payments at the rate of 6%, your receipts to show principal, accrued interest and deferred payment interest for the first month, and principal and deferred payment interest each month thereafter. You are to set aside the above amount in bonds, and I am to be credited at this time with interest at 6% on the total amount of my subscription. The bonds are to be registered in my name.

Yours very truly,

Name.....

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Please Use This Form for Bond and Membership Subscriptions and Magazine Subscription Booster Efforts

Form for Cash or Installment Membership Subscriptions

The International Educational Association
381-991 Rand McNally Building
Chicago, Illinois

Date 1930

Continued: Enclosed herewith find \$ _____ for which please mail me a Certificate for _____ Memberships at \$1.00 each. Enclosed find \$ _____ as first payment on _____ Membership at \$1.00 each. I will send _____ monthly until I have paid for _____ Memberships.

Yours very truly,

Name _____
Street No. or R. F. D. _____
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Will You Fill in and Return this "Communication Booster"?

The International Educational Association
381-991 Rand McNally Building
Chicago, Illinois

Date 1930

Continued: WITHOUT OBLIGATION, I will try to send in _____ yearly subscriptions for "Communication" in the next month. I hope the good work along _____

Yours very truly,

Name _____
Street No. or R. F. D. _____
City _____ State _____

CONSULT "COMMUNICATION" FOR PREMIUMS FOR THIS "COMMUNICATION CLUB" CO-OPERATION

Form for Cash or Installment Bond Subscriptions

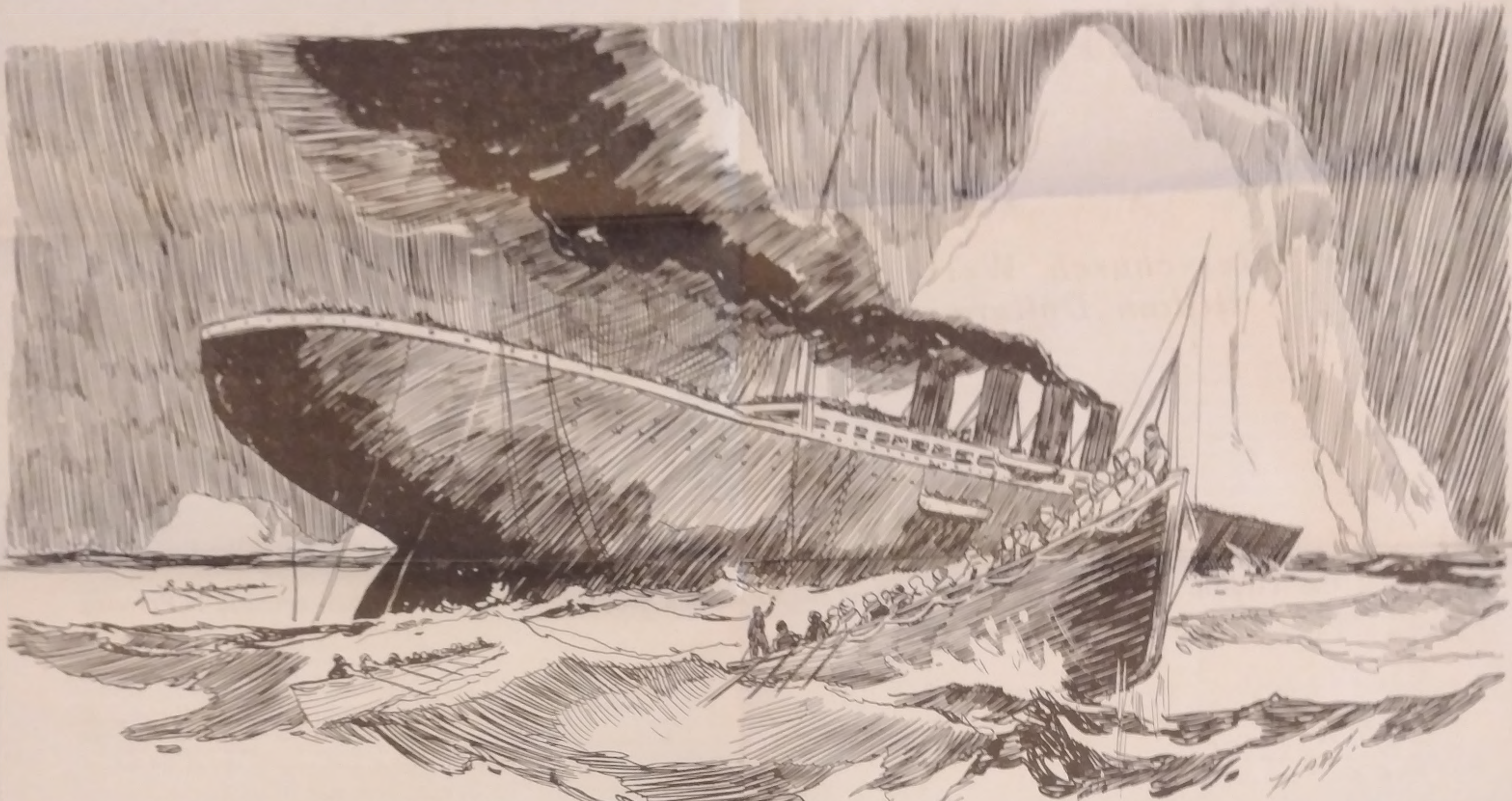
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Yours very truly,

Name _____
Street No. or R. F. D. _____
City _____ State _____



"How I Died on the Titanic"

Wm. T. Stead's Story of the Great Sea Tragedy, told from the Spirit Side of Life
Reported by Lloyd Kenyon Jones

THE LOG OF THE TITANIC

Carrying to a watery grave about sixteen hundred persons, the White Star liner, TITANIC, was wrecked off Newfoundland, through colliding with an iceberg, about 11:40 p. m., Sunday, April 14, 1912, and sinking at about 2:22 the following morning, Monday, April 15, 1912.

The TITANIC, the largest and most wonderful ship of its time, was built at Belfast, Ireland, and was launched May 31, 1911. Its displacement was 52,310 tons; its length, 852 feet; its beam 95 feet; its cost, \$5,000,000. Its trial trip was made April 1, 1912, from Belfast to Southampton, England, whence it sailed on its maiden trip to New York, April 10, Capt. R. C. Smith, commanding, and carrying 2,340 persons, passengers and crew.

As the TITANIC was leaving the roadstead and entering the Atlantic, it was passed by the BALTIC, bound to Southampton from New York, which sent greetings, and a warning about an unusual number of icebergs off Newfoundland's banks.

The TITANIC carried a notable passenger list, and aboard was J. Bruce Ismay, one of the directors of the White Star Company. It was charged that the officers of the TITANIC were urged to make a speed record, despite the warning about the berg dangers, and that, due to this mad haste, the disaster occurred. And yet, it is said that Col. John Jacob Astor, one of the ill-fated passengers, had been warned by a clairvoyant seven years previously, that he would die at sea, off Newfoundland!

Unaware of the impending danger, the passengers were amusing themselves in various ways, and many had retired, when the shock of the impact came. There had been an unusual chill in the air, but this had been attributed to the fact that it was early spring, and was not associated with the great flocks of ice that were sweeping southward from Greenland.

Charles M. Hays, president of the Grand Trunk Railway, one of the last passengers, had been deprecating the idea of speed and the competition that had arisen between different steamship companies in building ships of great size, and had predicted dire results, a few minutes before the collision.

The impact seemed so slight, few persons paid much attention to it, and many returned to their games or left for their staterooms to retire.

The knife-like edge of the submerged portion of the berg, however, had ripped the bottom plates of the TITANIC as though they were coverings of the thinnest metal, and had opened the airtight bulkheads, pouring a gigantic stream of water into the hold of the ship.

First Officer Murdoch was on the bridge at this time, but promptly surrendered his post to Capt. Smith, who ordered the passengers to the lifeboats and everybody to wear life-belts.

Women and children came first, but some wives refused to leave their husbands.

When President Taft learned, next morning, about the fate of the TITANIC, he felt apprehension for his friend, Maj. Archibald W. Butt, but said, "I do not expect, I do not want, to see him back."

Mrs. Isador Straus refused to leave her husband. They shared the common fate.

Benjamin Guggenheim sent word to his wife: "Tell her I played the game out straight to the end. No woman shall be left aboard this ship because Ben Guggenheim was a coward."

Col. John Jacob Astor helped to save his bride, and waited with the others for the inevitable.

Capt. Smith swam to where a child was drowning, and carried it safely to a lifeboat, and then returned to his ship to perish with it.

As the TITANIC was listing heavily, the musicians, Kraus, Hume, Taylor, Woodward, Clark, Brailley, Breichoux and Hartley stood in water knee-deep and played, "Nearer, My God, to Thee."

Among the other well-known men and women who went down with the TITANIC, as it plunged into the sea, how foremost, were John B. Thayer and George B. Widener of Philadelphia, Henry B. Harris, the theatrical manager, Jacques Futrele and Wm. T. Stead, editor of "The Fall Mail Gazette," and "The Review of Reviews," and founder of "John's Review" in London, a spiritualistic organization.

The CARPATHIA carried seven hundred and forty-five survivors back to New York.

This, briefly, is the log of the ill-fated TITANIC, but its story is given more significantly. An organization of Spiritualists in Chicago, named in honor of Mr. Stead, claims this noted editor as its spiritual head, and the president of the Stead Memorial Center, Lloyd Kenyon Jones, reports the after-life story of Mr. Stead through the mediumship of Mrs. Cecil M. Cook, relative to the great tragedy. This story, Mr. Jones claims, is from direct voice communications with Wm. T. Stead.



Wm. T. Stead

FOREWORD

How does it feel to die? If thoughts of a prosaic death-bed scene are disquieting, then how about the horror of standing on the deck of an ocean liner at two o'clock in the morning—in mid-ocean—with the ghostly outlines of an iceberg greeting you through the mist, and the cold waters lapping eagerly at the sides of the stricken ship as it lists and begins to dive into the sea?

Mr. Wm. T. Stead tells just how it feels. I act only as a reporter, bearing his message to you.

The method of communicating this story was the direct voice. This means the voice of the individual in spirit, speaking as an individual and not through the vocal cords of the medium, Mrs. Cecil M. Cook. I am presenting no arguments of genuineness. After a quarter-century of thought, study and observation, I am convinced of the fact of communication. You may not be. One opinion is yours and the other is mine. Each has an inalienable right to his own opinion. Some day both you and I must pass through the change called death. It is a journey we can not escape. Will the going be difficult or easy? Shall we be surrounded appropriately and formally by sorrowing friends, or shall we go in a manner similar to Mr. Stead's departure?

MR. STEAD'S STORY

"I can not say that I was brave," says Mr. Stead from spirit. "I fear me, we were none of us any too brave that terrible night. Really, we did not think that the Titanic was in great danger until near the end. We expected confidently that it would resume its journey by morning. While every mortal faces death from the moment of birth, somehow we associate that change with others. They are to die, but we are to be saved. Perhaps all mortals keep on hoping foolishly. It is the way of the flesh. Perhaps they realize so little, it is a beautiful blessing to not understand that which impends. To most mortals,

it is not good to know when or how death will come.

"With the first indication of excitement, with the first suspicion that all was not well, I had come on deck. With the others, I watched the lifeboats filled and lowered. I felt the common excitement, but through it all I was confident. No warning, so far as I know, had come to any aboard, in premonition or otherwise. All were firm in their belief that this was only an accident, perhaps an incident, of the trip. I say all, but I should exempt a few. Captain Smith, trained to the things of the sea, did know the extent of the damage that had been done, and so did many of the others of the ship's officers and crew. From their earliest days, they are trained to look for, expect, the inevitable, and to regard death at one's post of duty as the highest human achievement.

"I do not like to talk too much about those dreadful scenes. No one on this side of life cares to dwell on the thought of passing. Those are things we prefer to leave to the past, and to set our faces toward that which is to be. In the flesh, persons just continue to hope that they will continue to live in the flesh. Up to the last, they hope—and like other mortals, I believed that the great ship would be saved.

"I shall pass those fearful scenes that were described so minutely by the press. That is the story which you know. Mine is the story which you likely do not know.

"Shortly after two o'clock, the morning of the fifteenth of April, Nineteen-twelve, the Titanic began to list heavily, and it was then that I realized that the damage sustained in the collision was not slight, and that the massive ship was doomed.

"Facing death, I dreaded it. As I watched the others, it was like a ghastly panorama. Through the white vapor of that terrible night, with the chill of the air sending blade-thrusts of cold to our very marrow, I walked like one in a dream.

"The brave musicians were playing 'Nearer, My God, to Thee' and that beautiful hymn never meant so much to me before. There we were, out in the wastes of the Atlantic, with the scenes of merriment of a few hours before changed to the greatest tragedy of the deep; with the life-threads of hundreds of brave mortals ready to be severed. We were facing eternity.

"I saw faces, white, firm, blanched faces. I saw wives clinging to husbands, and men stealing themselves to the agony that awaited them.

"I heard cries—pitiful, piercing, hopeless cries. I heard prayers—prayers coming from the heart as I believe they had never come before.

"Below, the cold bosom of the ocean waited to receive us, and I knew then that it is not death we fear half so much as the manner of dying.

"After all, every mortal must admit that death moves on apace, and that each evening means that one more day has passed and that those of earth have moved that much nearer the end of their mortal days. This is something that belongs to the heritage of man. Like birth, it is part of the

great story. But when one gazes upon the restive sea, and knows that death is but a few minutes distant, then one knows an appalling fear, a revulsion toward the kind of death one must die. I may call it the bravery of fear, hope battling with horror, with moments of disgust at one's own weakness. There are alternate flashes of white heat that seem to burn the flesh, and penetrating cold that makes one palsied. Such are the emotions of swift-moving tragedy that is comprehended before it arrives.

"Whatever I had believed up to now, there was no longer any doubt in my mind that my time had come. I preferred to meet it away from the others."

GOES TO HIS ROOM TO ASK RELIEF

"There were many stories printed in the press; many tales of pathos and heroism and beautiful resignation. Those who were carried back to New York on the Carpathia told these stories, but none said that the last figure they saw upon the deck of the plunging liner was Wm. T. Stead.

"So rapidly was the ship settling on its bow, it was with the greatest difficulty that I made my way to my stateroom. Once there, I took in my hands the destinies of all creatures must repose, to save me the pain of drowning. I was an old man, and to the best of my ability, I had served God and His spirit-world, and had labored for the welfare of my fellow-men. I did not fear death, but I did not wish to be strangled by the icy waters. That was what I dreaded.

"God heard my prayer, and His messengers in spirit answered it. My own spirit was taken from my earthly body before the water touched my flesh. I know that there was not to exceed a period of five seconds in my passing. I did not of fear, nor of disease, nor yet of drowning, but by God's grace.

"And how did I die? How do you go to sleep? How do you wake up? You do not know. The process is something that can not be accounted for by your consciousness. So it is with death. I felt no pain, no suffocation, nothing terrifying. One moment, on my banded knees, I was asking God to take me hence; the next moment, in the full light of day (a day that had dawned miraculously out of the blackness of night), I was standing on the bosom of the Atlantic. I was standing on the water. While it was but two and a half hours past midnight, there was no longer dark-ness to me. In spirit, there is no night.

"I looked around in wonder. In the water, men and women were struggling in the last throes of their tragic death. In the lifeboats, which had been drawn some distance from the mighty ship, there were hundreds of others, weeping and moaning—and still others so terribly silent, so tragically impotent, I am sure that speech had fled from them and that what with cold and fear, they were numb. Perhaps many had swooned.

"Beside me stood men and women in spirit—others who had drowned, and no longer dripping with water,

but radiant in a new life, and wearing clothing that looked like the clothes they had worn while in their earthly bodies. They were human beings, of the same stature, of the same appearance that had been theirs before, but they were different. They were of finer texture. They were straight and strong, even those who had been weighted with age.

"Moment after moment, out of the pearl-gray surface of the waters, others arose, others who had newly died, looking around bewildered. Some laughed, thinking that—as mortals—they were saved. Others wept. A few shouted words of encouragement to the hapless ones who still were fighting the greedy waters.

"Clear as this strangely sunless day had dawned, as free from pain and fear as I was, still I was dazed. So this was death? So dead men could walk on the water? Was this the thing which mortals feared? Oh, how happy I would have been could I have told the truth to those terrified mortals in the lifeboats and in the water; could they have heard the words of cheer I did speak!

"The Titanic now was stern-uppermost, poised for a few minutes, as though deliberating, before its final dive. And then, swift as an arrow, the liner plunged into the depths, leaving a whirlpool where it had been. And from the spot where it sank, new spirits arose, each looking bewildered—many not knowing that this was the change called death, some feeling of themselves to make sure this was not a dream, and amazed at the transition from darkness to light, from bodily agony to freedom from pain, from torture to calm.

"I do not say that all our fear was gone. It was too new, this wonderful change. The experience was too fresh in the minds of those who had passed so recently behind the veil."

THE HOSTS OF SPIRIT APPEAR

"Each minute, the number of those newly dead was increasing. Soon there were hundreds standing on the waters, where the ship recently had made its exit from the lanes of commerce. We in spirit could look easily through the crystal-clear depths of the sun and watch the boat sinking. We could see newly released spirits coming up through the waters and reaching the surface to join us. And while we could talk to one another, precisely the same as we had talked in the flesh, and could hear everything said by each other and by the mortals, they could not hear or see us.

"And as we stood there, or ran about helplessly trying to assist some newcomer, the hosts of heaven arrived to aid us. It seemed as though they came from every direction—from the sky, and out of the distance, from all points of the compass. They were unnumbered. Many were beautiful robes. Others were dressed much like mortals. I saw none with wings. They were just men and women who had gone before; human beings, not of the flesh, like the rest of us.

"They were relatives and friends of this late mortal company, and some were even strangers, to whom this task of guidance had been assigned.

"They greeted us—those who had died. Parents took their sons and daughters in their arms, and children embraced long-lost parents. It was very beautiful, very impressive, very natural; more wonderful than words can picture. Brothers and sisters met. The Gulf of age-old separations was bridged. If we grieved for some

loved one still in the flesh, we rejoiced at meeting one who had left us in the past.

"I was glad that death was much like I had anticipated. But all who had died in that great tragedy had not anticipated it in this manner, and not a few change to the belief that they were still of the flesh, and in some miraculous fashion had been rescued. Not all were joyful. Some were sullen and resentful. Some called down maledictions upon the head of the White Star Company.

"And then we—our many of us—were escorted from the scene of this tragedy to a brighter, better world. To some this journey seemed like traveling. Many have told me since that they felt that they were speeding toward the skies. To me it was more like a fading out of the earthly scenes and the fading in of the heavenly. I knew, somehow, that the place where the spirits of mortals go is not a great distance away, but right near the good old world of clay. I could feel some change coming over my spirit-body; a changed condition rather than the motion of travel. It may be likened to the tuning of a musical instrument. I was reaching a higher pitch, if that term expresses it.

"And a few minutes after I had entered the spirit realm, with all their majestic beauty, all their unbelievable charm, my thoughts, my love, my anxiety had taken me to my own friends in England. I was trying to impress those whom I had left so recently—those whom I loved and would love always.

"I can not say that every mortal understands the goodness of God's plan and the justice of God's law. Truly, loving His children as He does—as He must have loved them to have created them—God provides the way. Those who have gone before are not a long ways off, but always where they see and feel and know all about their beloved of the flesh. If they were near in the earth-life, they are infinitely closer in spirit. If they could counsel and assist while in the flesh, they can guide more beautifully and with greater understanding from the spirit side of life.

"Many tragedies have been enacted since the Titanic was sunk, but always and so long as earth-life exists, those who pass from the bondage of the flesh will be greeted by loving kindness and sweet guidance when their hour of death has come."

DID CAPTAIN SMITH SURVIVE?

Shortly after the Titanic disaster, while the case of Mr. Ismay was still fresh in the public mind, a rumor came from Baltimore that an old friend of Capt. R. C. Smith of the Titanic had seen the captain on a street in that city, that Captain Smith had bowed to this friend and the friend had turned and followed the ship's commander into an office building, only to lose sight of him.

The rescue of Mr. Ismay, a director of the White Star Company, had incensed the public and the rumor of Capt. Smith's escape from harm had caused a stir.

Asked if this rumor was based on fact, Mr. Stead has said:

"Captain Smith went down with his ship. He passed through the change as a brave man should. I do not question that this friend may have seen him, not a vision, not a memory, you understand, but Smith himself. This did not make the captain a person of flesh and blood. He was a spirit, but a spirit is just a person. Oh, you of the earth know so little about life—

so little. There is not a day but that some spirits, materialized, walk upon busy streets. And there are some that come to the earth folk and they see spirits—loved ones or strangers.

"But what of that? We are not mortal. We are not subject to mortal death. We are not subject to mortal suffering. We are not subject to mortal sorrow. We have neither gross life nor gross and careless our personalities. You say that your world is real. It is. Our world is real. There are gross materials called matter; there are finer materials called ether. They exist as coincident realities, neither one interfering with the other.

"We do not attain all knowledge simply because of the change, nor do we deteriorate. We progress, we develop, we learn, we work. It is as very real, as natural, as simple. That does not mean that preparation for the change is not desirable. My knowledge of immortality eased the way for me. It is an aid for many. The atheist, who believes that death ends all and who finds himself still living, insists that he did not die. I use these words, die and death, not because we look upon the change as you do, but so that you may recognize the change I imply.

"There are those who know immediately, but who cling so to the things of the earth, it is pitiful. If the material is your chief concern, then you will find that death does not bring all the changes you had hoped for. You must learn your new lessons. You must seek something higher than the material.

"There are some who have been awaiting from its torpor of materialism these past few years. How it will awaken in the years to come!

"There are scoffers. There are doubters. There are many who have said what they would do if they were God. What blasphemy! Here, as in your world, there is no end of garnering knowledge. We must study and learn and progress forever, because eternally is not long enough for a finite mind to acquire the wisdom which is of God.

"Mortals may ask questions that the Father could not answer, and they may seek to know their own law for the spirit spheres. Their views can not alter fact. If immortality is part of God's plan, opinions can not change it. We are only sorry for those who will not seek to know.

"Millions have crossed to us these past six years. The Titanic's death-rattle is small compared with the Great Tragedy which has been enacted since. The coming of these mighty numbers has added strength to the tie between earth and spirit. It has opened the door that much more. Where there has been one signal from spirit, a hundred signs will come. And you may say that the radio disturbances are not from Mars, but from a source much nearer the earth, and that no electric shocks or penetrating searchlights are necessary for the earth people to signal to a far-off planet. Each day the force of the life that is unseen by most mortals, of the life that is unknown to most earth persons, but which by no means is unknowable, is becoming stronger. Some day the proof of immortality will come with such overwhelming power, the earth no longer can question it, and then there will be higher ideals and more beautiful standards, and mortals will realize that to live upon the earth is not the result of a freak of nature, but is a solemn and sacred trust."

Not Cold Type—but White-hot, timely, Living Facts

This is TALK—not print. Its message is not informal—but PERSONAL! Please read it with that in mind. Only as each of us looks at this question PERSONALLY, are we helping the cause and helping ourselves. NATURAL LAW brings us assistance as we help that which is worthy—and truly nothing is more worthy than this searching for the TRUTH OF LIFE!

We are dealing with LIVING FACTS—the most important, gripping, interesting and progressive facts on earth. We are moving into a cycle in world-history when the old material order of things will be deserted for the higher and better understanding of THINGS AS THEY ARE!

"Communication" has become a reality. Each succeeding number is bringing more praise and

more co-operation. Our friends have unquestioned evidence that we are moving ahead in accordance with our promises and our plans, and they wish to move ahead with us. This circular tells you what WE ARE DOING—and places facts before you so that you may decide what YOU WILL DO!

In the face of most adverse general conditions, we are progressing—and if we can do that in a period when all seems to be upsetness, what shall we be able to do when conditions have returned to normal? We are NOT WAITING for those halcyon days. We are making the best of things as they are!

If the Inter-church World Movement Can Raise One and One-third Billion Dollars, Spiritualism Can Raise \$200,000!

TODAY, there is in motion a plan to raise one and one-third billion dollars (approximately \$1,330,000,000.00) for the Inter-Church World Movement. There are, as participants, many of the Protestant Denominations. This movement has, as its objects, a complete survey of the religious situation and an effort to correct the errors that have caused so many persons to become indifferent to the churches. There is to be an effort to consolidate in many ways, and to co-operate in other directions; to consolidate and merge the force of the activities of the several

denominations. Assisting this tremendous money-raising move, are some of the biggest men in the world—men who stand high in finance and commerce; men who are inspired by a desire to add to the betterment of the world, by beginning at the bottom and searching for and analyzing fundamental conditions. These men and women have an unselfish motive. They are following the dictates of their own consciences and they wish, in all sincerity, to help humanity. They are willing to fortify their own faith by their dollars, and by their efforts to induce others

to contribute. In a word, they are loyal—and nothing worth while ever has been done or can be done without loyalty. This large sum, one and one-third billion dollars, is to be raised quickly—and there is no question that it will be raised. At the same time, the Catholic Church is making its own independent drives—and the purposes back of those drives, have to do with promoting the Church of Rome. But here, also, we find that same bed-rock loyalty—and without that loyalty, nothing whatever could be done. "Communication" has set out to raise a small

sum—not to exceed two hundred thousand dollars, and this money is to be expended entirely to promote the interests of Spiritualism, and induce men and women to look into this subject of DEMONSTRATED IMMORTALITY. This amount is but 1/6650th of the sum to be raised for the Inter-church movement—and surely if the denominational churches can raise one billion, three hundred and thirty million dollars, in a short time, we can raise two hundred thousand dollars in a shorter time!

What the Titanic Story Proved

The opposite side of this circular presents to you the story of the Titanic that appeared recently in numerous Sunday newspapers in the United States. This story was written by Lloyd Kenyon Jones, Editor of "Communication," based on seance-room facts given to him by Mr. Wm. T. Stead, now in spirit. This story was syndicated through the National Newspaper Service, one of the large syndicates. We have left their imprint and "mat" offer so that you can see just how this story was mailed to the newspapers.

These newspapers paid for this story—and mentioned the Stead Center, Mrs. Cecil M. Cook, Pastor and Medium of the Center, and all other facts for which we were obliged to pay formerly in buying advertising space. This is the change that has come into the hearts of thinkers these past few months!

This story was released at the time of the railway strike, when the already lamentable print-paper shortage was reducing the size of the papers, and when further reductions were necessary. To be able to induce many papers to accept, and pay for, this story under these conditions, shows the interest that exists. Many of the editors called this one of the best features they ever published. They recognized its authoritative "ring."

More Syndicate Articles

We propose sending out more syndicate articles—not all full-page magazine section features, but smaller articles as well. In order to insure the success of these articles, we assume the actual expense. While we shall place many of these through syndicates, we shall do some of the syndicating from our office.

A careful study of the field has convinced us that, with the exception of the Sir Arthur Conan Doyle articles, there are few that actually represent Spiritualism, or show thought or experience in it. While the newspapers are devoting so much space to the subject, we can do our share by supplying them with the right kind of material.

At the same time, these articles will help our work directly, and place us closer to the editors of this country and other countries. To enter into this syndicate on a large scale, calls for some outlays; not tremendous outlays, but at least a few thousand dollars a year, especially as some features will be supplied free to the papers. Others will be sold.

How Many Subscriptions Will You Try To Get?

When "Communication" has fifty thousand subscribers, we shall be able to furnish our own funds for expansion. After we have reached twenty-five thousand, it will be a short, quick step to the fifty-thousand mark. Therefore, what we do in the next few weeks is very important.

We have made the start! Remember that! And every subscription is a boost. We have applied for second-class entry under United States Post Office regulations, and this will give us quicker delivery of each number of "Communication."

Our March number, going as printed matter (3rd class) did not reach many subscribers as early as the April number, owing to mail congestion. This held back our subscriptions considerably, but they are coming in faster now.

To help carry us to the coveted twenty-five thousand mark as our first step of progress, HOW MANY yearly subscriptions will you try to get in the next thirty days—and in the second thirty days—and the third thirty days?

In "Communication" we publish a list of premiums for this co-operation, and shall be pleased to send your premiums to you!

What Bond and Membership Holders Say

There are several hundred persons subscribing for our Bonds and Memberships, and this money is going into our advertising and publicity campaigns. It may interest you to know what these friends think about our co-operating with our readers and their co-operating with us under this plan of financing Spiritualism. Without giving any names or addresses, we quote as follows from some of the letters we have received, and from personal talks with others who are subscribing for Bonds and Memberships:

"I am sending \$150 and will send \$100 more for Bonds, and feel that, inasmuch as you are giving everything you have, I at least can put some money into this work."

Says a gentleman who is helping us sell some of these Bonds:

"I find that, presented to business men on the basis of the showing you have made, and as just and loyal support of the Spirit-world, there will be no difficulty in selling these Bonds if you can get out and meet the people."

"The first two numbers of 'Communication' certainly prove that you are giving the public real value, and these numbers inspire me to do more than I had done originally. I will take some more Bonds and get a number of my friends to subscribe."

"After showing a friend of mine (who does not claim to be a Spiritualist) the first two numbers of 'Communication,' and explaining the Bonds, he agreed to subscribe for Bonds and said, 'Anyone who can organize so thoroughly is entitled to support, without respect to creed. It is a good, honest work.'"

Feel the Responsibility of Personal Effort

We all have certain things that we feel we must do—certain obligations that are placed upon us. That is true wherever we look. We may be waiting for times to change, for conditions to become more stable, but progress moves ahead no matter how troubled the times.

The reason that the world is so upset today, and no one is satisfied, is because MATERIALISM has been the golden calf before which the world has prostrated itself in worship!

Mankind has made much of the physical and little of the spiritual, and moves blindly ahead as though each individual were going to continue to live in this clay world!

We can do our share toward altering this condition only as we accept the responsibilities of loyalty to that which we know is enduring. We cannot change the world—and cannot change anything—precipitately. All progress depends upon PERSONAL UNFOLDMENT, and as individuals we must accept the responsibility that each of us owes to the truth, and act accordingly.

Many of our friends see in "Communication" the best means of acquainting the mildly interested with the truths of Spiritualism. They find that this magazine does more than any book ever could do—that its diversity of topics and presentation of the Truth from angles that bring understanding to many types of minds, make "Communication" the real missionary. They realize that, for two dollars a year, they and their friends receive as much good material as any TEN two-dollar books could contain.

We ask that each one of you look upon this question of co-operation as something vital, as something that concerns you, as something that will help you in many ways, because it is helping others who may need help more than you ever needed it!

If you will accept this personal message, and make it personal, and write and tell us just what you CAN do, and WILL do, and will accompany that letter by as large a remittance as possible for Bonds or Memberships, or both, you will be setting the clock of this work ahead to where it belongs!

We are doing our part—taking all the responsibility of financial obligations—getting the recognition of the press—and working gladly night and day; and WE NEED YOU TO STAND BACK OF US AS LOYALLY AS WE ARE TRYING TO STAND BACK OF YOU!

What Our Advertising Is Proving

We are experimenting with various newspapers and magazine ads, from the smallest to the largest. We have tried out some full-page advertisements, which brought 17 per cent. direct subscriptions, 68 per cent. requests accompanied by quarters for single copies of "Communications," and only 15 per cent. requests for free copies.

We have tried smaller space on the book-review pages of large newspapers, such as The Chicago Tribune, and have found not only about a 97 per cent. response with quarters, but a very large percentage of subscriptions from those who sent for single copies.

We have placed small ads—one inch, single-column—with several of the large magazines and weeklies, and purpose to keep these small ads in each number of those publications.

In addition, we are testing other ads in different classes of periodicals, so that we may know just which types of advertisements bring the best returns for least money—and then pursue our campaign along those lines.

Various Spiritualist churches are selling single copies and taking subscriptions, the orders ranging from twenty to several hundred copies of each issue, for a church. Already we have a number of independent solicitors busy—and shall have more; we are advertising for more. We are leaving no channel unexplored! Every line of promotion that shows good results will be cultivated.

Our Advertising Campaign

Thus far, our experimenting in advertising is paying its way—but we must have funds for expansion. We must be able to expand as rapidly as we prove the value of our tests.

To do this, calls for financial support, and that support must come chiefly from the sale of Memberships at \$1.00 each, and the 6% Bonds, in denominations of \$10, \$25, \$50 and \$100.

We are not going to use any space foolishly, or lavishly. We are not going to follow up any plan of campaign until we have the facts of the tests to guide us. With these facts in our possession, and with a good line of advertising credit extended to us by an advertising agency here in Chicago, we wish to proceed without loss of time. You must realize, however, that ads placed now with monthly magazines will not appear until August or September, and that ads placed with the large national weeklies, will not appear for four to seven or eight weeks. The daily newspapers usually will run our ad if it is received two or three days prior to publication date. But to make this campaign real, we need funds!

What Will You Do About Bonds and Memberships?

Over three hundred men and women who read this circular already have subscribed for Bonds and Memberships. Those who buy Bonds will be given an opportunity later of converting them into Memberships. If we give them a bonus in Memberships for this conversion, we will give the Membership-holders an additional number of Memberships, in just ratio.

Many who have taken Bonds are increasing their subscriptions. Many who have taken Memberships are subscribing for more Memberships, and also for Bonds.

If you have done something, are you willing, ready and prepared to do more? If you have not sent a subscription for Bonds or Memberships, will you subscribe now, so that we may have the funds for expansion, and thereby follow up each line of advertising as it is proved to be correct?

There is a subscription form enclosed, and you may subscribe on the basis of cash-with-order, or you may pay on the installment plan, dividing your payments into monthly remittances for five, six, ten or twelve months. Your assistance will make you one of the builders of this great work.

981-991

Rand, McNally Bldg.

Communication CHICAGO ILLINOIS